

2011 Go West Sponsorship Opportunities for Grantees

The State Tourism Division sponsors Go West each year so that our state partners have the chance to attend this important annual international trade show. In 2011 it will cost approximately \$70,000 to host this event.

Sponsorship opportunities are wide and varied. We strongly encourage each region to participate. This is an Idaho showcase opportunity, not just a Boise event!

Consideration of a sponsorship when writing your 2010 grant application is encouraged.

Items that are eligible with grant funds, if requested in your scope of work are:

- \$500 from each region for a table to represent their area at the "Taste of Idaho Event."
- \$1,000 varying up to \$10,000 levels to sponsor dinner events for each of the three nights.

Items that are not eligible with grant funds – but can be claimed as cash match:

- 400 in room gifts – for each of the three nights.

Items that are not eligible with grant funds and cannot be claimed as cash match:

- \$10,000 each of the three nights for alcohol – local beers and local wines. A corporate sponsor would be great for this. Please let us know if you have any ideas for companies in your region that could benefit from this exposure.

Sponsorships can be shared - ie; two entities could offer \$5,000 each to co-sponsor a dinner.

Sponsorship would allow introductions of the organization and a brief greeting from the sponsor representative at the event, as well as the opportunity to attend that event and network with the participants attending.

The Wednesday night dinner is our "Idaho Night" where we would like to highlight as much of the state as possible with food, drinks, entertainment, travel opportunities, etc. Please plan to participate in this great opportunity.

Billing for these sponsorships would be sent out in late August and be due to the Boise CVB by late September or early October. The invoice will suffice for the request for funds.

For information and questions about this opportunity, please contact Melissa Cleland with the Boise CVB – mcleland@boisecvb.org or 208-489-3675.